



SODUS BAY JUNIOR SAILING ASSOCIATION

SIMON VISION CONSULTING



ABOUT SODUS BAY JUNIOR SAILING ASSOCIATION



SBJSA is a 65-year-old community sailing association committed to making the joys of sailing and other watersports available to everyone. SBJSA offers summer sailing camps, community boating, STEM education, and professional level training for all ages. SBJSA's 3100 sq ft facilities house a large fleet managed by experienced coaches and crew.

BUSINESS CASE

SBJSA would like to determine a sustainable growth strategy to reach new customers and increase retention of existing customers.

The Simon Vision Consulting team used reasonable assumptions about SBJSA operations to develop a recommendation for growth strategies by:

- Identifying internal and external growth strategies in alignment with SBJSA mission

- Assessing value of growth strategies and partnerships, including estimated implementation costs and return on investments

To determine a short- and long-term growth recommendation





OPERATIONAL CHANGES



Recommendation 1:
**Place a transparent pricing
scheme on the website**

Small, targeted changes to the SBJSA website can yield large return on investments

	Price	Duration
Youth summer sailing camp	\$535	2 weeks
Middle school / HS	\$150	4 weekends
Collegiate Sailing	\$3,000	1/2 sailing season
Individual registration	\$20	1 season
Paddle craft	\$70	1 season
Watercraft	\$145	1 season
Family registration	\$50	1 season
Family paddle craft	\$135	1 season
Family watercraft	\$260	1 season
Adult refresher	\$65	3 hours
Adult Learn To Sail	\$275	12 hours

Benefits:

- One incremental registration for the Junior Sailing program will have a positive effect. Assume a modest 5% increase in sales, revenue from this change will be ~\$3,000 resulting in profit of **\$2,500** for the first year.
- Highlighting the low-cost programming promotes SBJSA as a community-oriented organization and usurps common assumptions of sailing as high-cost

Cost: Estimated \$500 dollars for a full website redesign

LOCAL EXPANSION – SEGMENTING AND TARGETING WAYNE COUNTY

Recommendation 2: A low-cost flyer initiative to encourage Wayne County residents to visit SBJSA and register for the adult sailing program and paddle boating

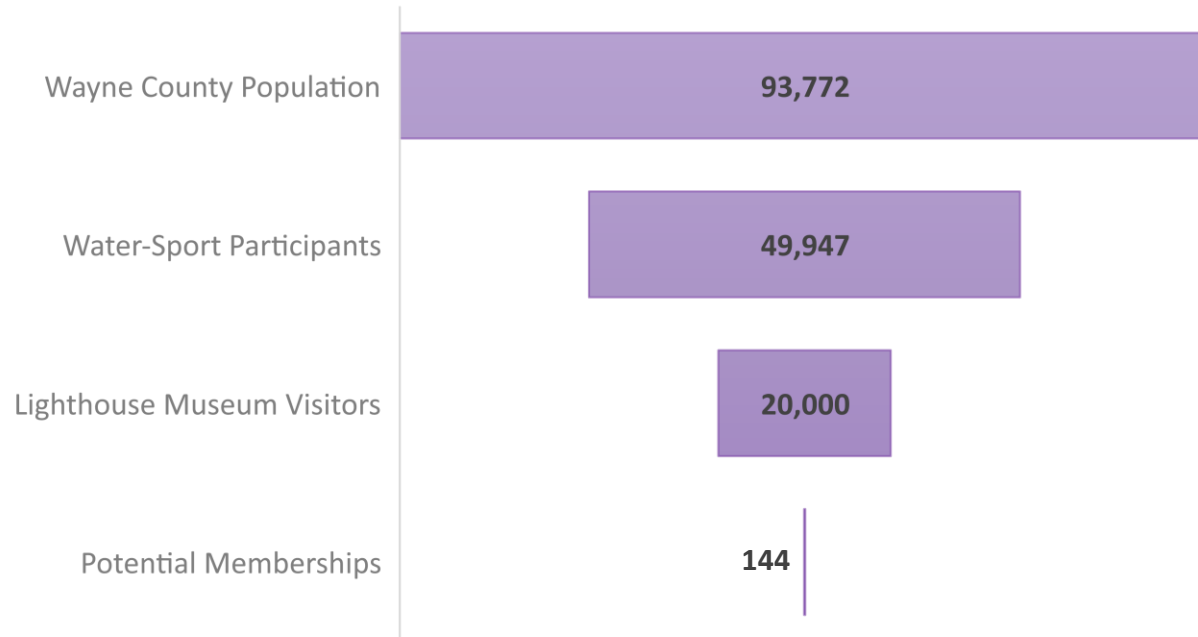
	Die Hard	Weekend Warrior	Novice	All
Segment Characteristics	Seeks out water sports for exercises, social activity, and escape from technology.	Similar to Die Hard but sees water sports more as an activity than a lifestyle.	Seeks out water sports when they appear accessible with professional guidance.	
Population Interested in Water Sports	920-1,240		520-640	1,470-1,890
Outreach Method	Flyers with a \$100 promotional code emphasizing exercise, socialization, and respite from technology.		Flyer campaign emphasizing convenience, accessibility, and professional guidance within a 10 miles radius of Sodus Bay	Flyer campaign promoting paddle boating for adults with a promo code to remove the \$20 membership fee
Cost	\$300 for graphic designer and 1,000 flyers			
Benefit	<ul style="list-style-type: none"> Contextual placement of flyers in local outdoor sports businesses Promo codes allow for tracking of registrants to identify key areas of success 		<ul style="list-style-type: none"> Flyer placement capitalizes on Novice's preference for close location 	<ul style="list-style-type: none"> 8% of Wayne County participate in kayaking/canoeing, increasing potential target audience
Expected Profit*	\$7,500-10,500		\$4,050-5,355	\$1,730-2,360



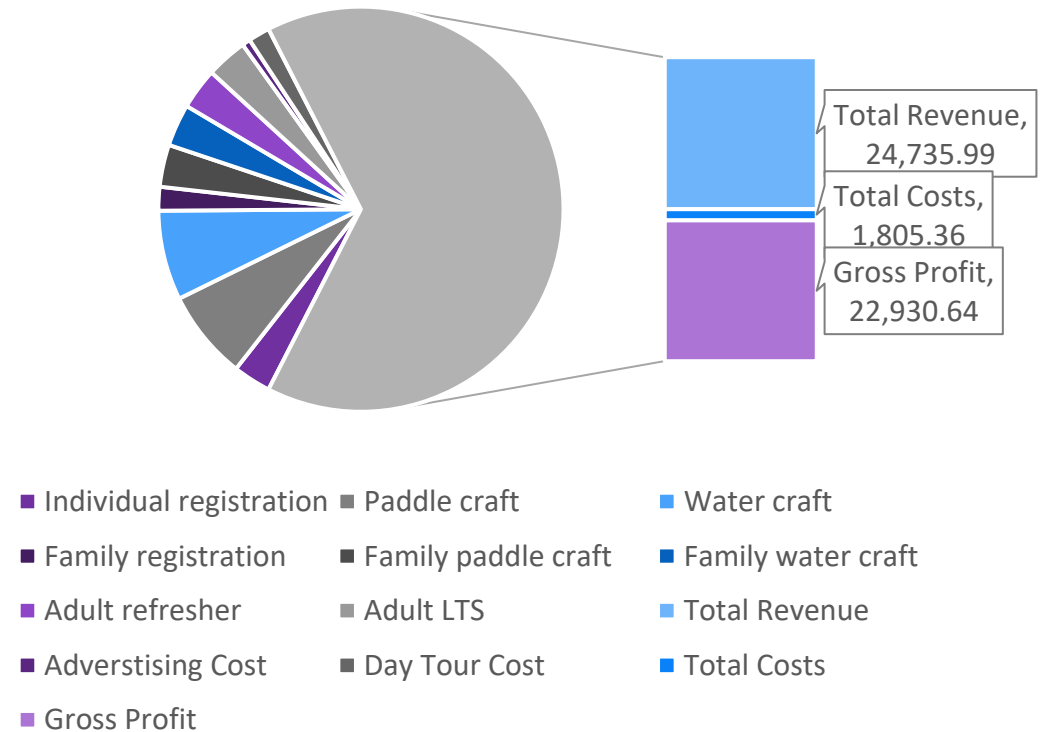
NON-PROFIT PARTNERSHIPS – THE LIGHTHOUSE MUSEUM

Recommendation 3: The Lighthouse Museum proves to be a mission-aligned, economically beneficial partnership for SBJSA. By hosting the Lighthouse Museums Lecture Series on-site and providing trips to attendees, SBJSA can expect to profit **\$22,931**

Potential Dual Memberships



Revenue



- Among the potential participants, 80% will register individually, and 20% will register as family.
- For individually registered customers, 67% will take paddle craft, and 33% will take watercraft.
- For family registered customers, 66% will take paddle craft, and 34% will take watercraft.
- 33% of all potential participants will need adult refresher or adult LTS.
- Among which, 81% will take adult refresher, and 19% will take adult LTS.

LOOKING AHEAD

With the previously mentioned initiatives, Sodus Bay Junior Sailing Association can meet the immediate goal to increase adult sailing program registrations while remaining committed to their mission.

Future initiatives can help bolster and expand their competitive sailing programs and local business partnerships. We have proposed two recommendations for a longer-term implementation.





COMPETITIVE SAILING

Solidification and expansion of SBJSA's relationship with RIT can yield big returns for their competitive sailing programs



1. **Relationship Building:** Facilitate the creation of sailing teams with local schools and universities that do not have them
 1. Cost: incurred staff cost of relationship building
 2. Revenue estimates: $\$3000 + 20 * \text{students per } \frac{1}{2} \text{ sailing season} = \pm \$6,000$ per new college team
2. **Rochester Institute of Technology (RIT) Regatta Event:** Promote awareness and incentivize local competition
 1. Cost: \$1,600
 2. Revenue estimates: \$6,000 + potential new adult memberships
3. **Learn to Sail Program at RIT:** A Sodus coach can help beginners learn to sail, with costs split with RIT
 1. Revenue estimates: potentially 8-10 new RIT beginner students

Estimated Implementation Timeline: 1 year



LOCAL TOURISM PARTNERSHIPS

Partnering with other community-based organizations promotes the Sodus Bay to tourists, capitalizes on existing synergies of the local tourism market, and gets more people on SBJSA boats.

Organization	Estimated participants	# of 1-day registrants	# of seasonal registrants	Revenue from 1-day registrants	Revenue from seasonal registrants	Potential Revenue from WOM*	Cost of partnership	Profit
Lake Ontario wine trail in June	50	16	5	\$320	\$1373.75	\$169	\$400	\$1,463
Wayne County Youth Fishing Derby	70	21	6	\$420	\$1648.5	\$206.85	\$400	\$1,875
Onsite promotion in July	2000	300	100	\$6000	\$27475	\$3,348	\$500	\$36,323
Total								\$39,661

Estimated Implementation Timeline: 1.5 years

*Word of Mouth advertising



THANK YOU

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